IDAHO HOSPITALITY AND TOURISM PROGRAM STANDARDS

2015

CONTENT STANDARD 1.0: HOSPITALITY AND TOURISM INDUSTRY

Performance Standard 1.1: Careers in Hospitality and Tourism

1.1.1 List advantages and challenges of a hospitality and tourism career.

1.1.2 Identify and describe career paths, employment and entrepreneurial opportunities within the hospitality and tourism industries.

1.1.3 Explain the interdependence of all jobs to success of the industry.

1.1.4 Explain education and training experiences to meet career goals in the hospitality and tourism industry.

1.1.5 Develop industry related transferable skills required for employment and advancement.

1.1.6 Explore the role of professional organizations in the hospitality and tourism industries

1.1.7 Explore the role of professional organizations in the hospitality and tourism industries**.**

Performance Standard 1.2: Job Application Skills

1.2.1. Identify the steps involved in applying for a job.

1.2.2. Complete a job application.

1.2.3. Create a professional portfolio, including a resume and cover letter.

1.2.4. Prepare for an interview.

1.2.5. Demonstrate the interview process.

Performance Standard 1.3: Current Trends

1.3.1 Investigate current trends.

1.3.2 Evaluate the effects of current trends.

1.3.3 Recognize the personal needs of all guests, employees and stakeholders, including those needing special accommodations (e.g., language, health, Americans with Disabilities Act [ADA] requirements, etc.).

1.3.4 Describe the impact of globalization and diversity.

1.3.5 Recognize the impact of technology trends.

1.3.6 Investigate current legal and political trends.

Performance Standard 1.4: Guest Services

1.4.1 Define "moments of truth."

1.4.2 Define exceptional guest service.

1.4.3 Evaluate the importance of guests.

1.4.4 Articulate the needs of guests.

1.4.5 Demonstrate means of anticipating and exceeding guests needs.

1.4.6 Demonstrate methods of conflict resolution and guest recovery.

CONTENT STANDARD 2.0: BUSINESS ESSENTIALS

Performance Standard 2.1.: Business Structures

2.1.1 Describe the role of franchising, independently operated companies, and management companies.

2.1.2 Differentiate between corporate-level and property specific structure.

2.1.3   Explain the organizational structure of a hospitality and tourism business.

2.1.4   Explain the roles and responsibilities of the divisions within the organizational structure.

Performance Standard 2.2: Economic Impact

2.2.1   Examine how the industry contributes to economic development.

2.2.2   Examine the diverse segments in the industry.

2.2.3   Analyze the relationship between the industry and local, national, and international economies.

2.2.4   Explain economic factors that impact the industry.

Performance Standard 2.3: Human Resources

2.3.1   Identify the responsibilities of human resource management.

2.3.2   Discuss employee compensation, benefits, and payroll processes.

2.3.3   Understand and apply general policies, procedures and record keeping tasks.

2.3.4   Examine issues that affect human resources management.

2.3.5   Understand local, state, and federal regulations and laws, e.g. Title IX, ADA, EEOC, OSHA, required employment documentation, etc.

2.3.6   Describe human resource record keeping procedures.

2.3.7   Explain scheduling, staffing levels, training and evaluation procedures.

Performance Standard 2.4: Sales, Marketing and Accounting Concepts

2.4.1   Demonstrate the main areas of marketing (e.g. Product, Price, Place, Promotion) in the industry.

2.4.2   Define target markets and market segmentation.

2.4.3   Explore and describe the methods of marketing.

2.4.4   Describe the types of selling utilized in the industry.

2.4.5   Describe the functions within the accounting department.

2.4.6   Explain the interrelationship of operating systems between the various departments.

Performance Standard 2.5: Safety and Security

2.5.1   Explain the importance of safety and health as they relate to risk management and liability.

2.5.2   Evaluate the purpose of the Occupational Safety & Health Administration (OSHA), Hazard Analysis Critical Control Points (HACCP).

2.5.3   Identify causes of accidents and outline the responsibilities of employees for safety and accident prevention

2.5.4   Demonstrate procedures that prevent injuries and the spread of infection, illness or disease.

2.5.5   Determine the importance of an emergency plan and review an emergency plan.

2.5.6   Discuss the importance of proper documentation of incident/injury.

2.5.7   Explain the role of all employees in maintaining safety and security.

2.5.8   Describe the scope of the engineering department, room maintenance, kitchen equipment, groundskeepers, pools, etc.

Performance Standard 2.6: Legal and Ethical Considerations

2.6.1   Examine laws and enforcement of local, state, federal, and global regulations that affect hospitality and tourism businesses.

2.6.2   Outline areas where liability issues arise.

2.6.3   Explain the industry standards of guests rights e.g. privacy, safety, common law, etc.

2.6.4   Outline an employee's personal behaviors and ethical implications in the industry.

2.6.5   Identify confidential, proprietary information of a business.

CONTENT STANDARD 3: LEADERSHIP SKILLS

Performance Standard 3.1: Hospitality and Tourism Management Skills

3.1.1   Exhibit critical and creative thinking skills, logical reasoning and problem solving.

3.1.2   Analyze the different management and leadership styles.

3.1.3   Determine managerial responsibilities in hospitality and tourism.

3.1.4   Discuss the importance of delegation and employee empowerment.

3.1.5   Recognize problem situations, practicing proactive vs. reactive techniques.

3.1.6   Research methods to evaluate the guests' and employees' experiences.

Performance Standard 3.2: Effective Communication Skills

3.2.1   Demonstrate effective electronic, written, verbal, and non-verbal communication skills.

3.2.2   Demonstrate positive communication in the workplace.

3.2.3   Develop effective listening skills.

3.2.4   Model effective conflict prevention and resolution skills.

3.2.5   Demonstrate professional presentation and public speaking skills.

Performance Standard 3.3: Teamwork

3.3.1   Describe teamwork and leadership concepts and skills needed to be successful in work, family and community life.

3.3.2   Demonstrate abilities to work with others.

3.3.3   Analyze the relationship between guest satisfaction and employee attitude, appearance and actions.

3.3.4   Practice team development strategies and the importance of individual roles and responsibilities.

3.3.5   Participate in student leadership organizations and activities.

CONTENT STANDARD 4: LODGING

Performance Standard 4.1: Types of Lodging Businesses

4.1.1   Differentiate among the types of lodging accommodations and guest amenities.

4.1.2   Evaluate the importance of property location i.e. city center, airport, and resort and associated services.

4.1.3   Explain functions and interaction of the various departments of a lodging property.

Performance Standard 4.2: Front-Office and Rooms Division

4.2.1   Explain various check-in and check-out procedures and other financial transactions.

4.2.2   Demonstrate techniques to provide information, make reservations, assist guests for

events and services, dining, child care, local travel and entertainment.

4.2.3   Analyze the steps in the guest cycle.

4.2.4   Explain the routine care and maintenance of rooms, public areas and offices.

4.2.5   Identify housekeeping tasks required in various locations of the property.

4.2.6   Differentiate between clean and sanitary.

4.2.7   Demonstrate the appropriate use and storage of equipment, tools and supplies.

4.2.8   Apply management skills to housekeeping and laundry tasks including PAR levels, purchasing, storage, scheduling, and sustainability.

4.2.9   Calculate Rev-PAR (revenue per available room), occupancy rate, and yield percentage.

CONTENT STANDARD 5: FOOD AND BEVERAGE

Performance Standard 5.1: Foundational Knowledge and Skills of Food and Beverage Operations

5.1.1   Examine food and beverage operations in various contexts.

5.1.2   Compare and contrast the classification of food services operations.

5.1.3   Explain front- and back-of-the-house operations and positions.

5.1.4   Research cultural and dietary needs in regard to menu development.

5.1.5   Evaluate components of menu design.

5.1.6   Explain the importance of proper sanitation in food and beverage operations.

5.1.7   Examine the equipment and supplies used in food and beverage operations.

5.1.8   Demonstrate proper presentation, serving skills, and proper table setup.

5.1.9   Explain the different styles of room set up options for catered events.

5.1.10   Compare and contrast different kinds of events (e.g., meetings, conventions, weddings, expositions, farmers' markets, birthday parties, etc.).

5.1.11   Classify the forms and records necessary in event planning.